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store design—

New store-lighting
techniques—

In 12 beautiful
scale models—

Visiting every state
of the Union.

"Pittsburgh's" Store Modernization Caravan



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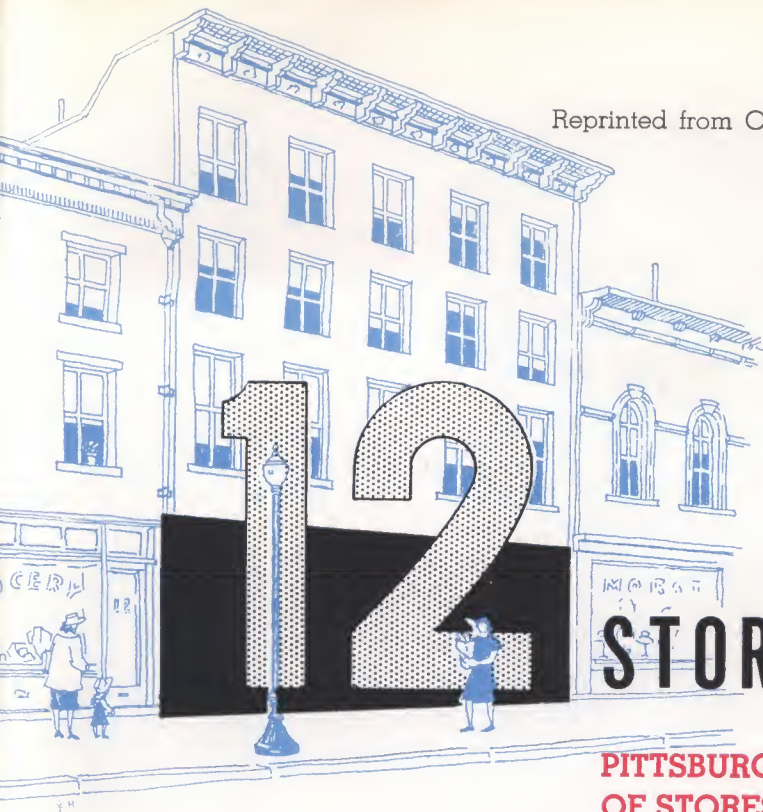
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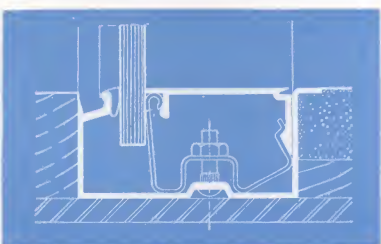
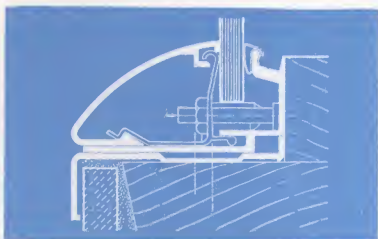
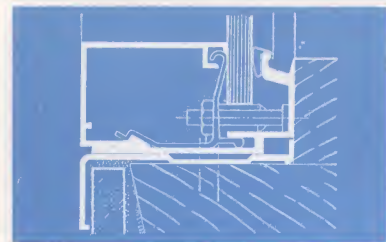
STORE MODERNIZATIONS

**PITTSBURGH PLATE GLASS CO. TRAVELING EXHIBIT
OF STORES DESIGNED BY E. A. LUNDBERG, ARCHITECT**

To promote store modernization of an intelligent type, the Pittsburgh Plate Glass Co. is currently sending on tour a caravan of store-front models. The models, themselves excellent pieces of craftsmanship, show only the fronts and what is visible through them, but the designs on which they are based are derived from conditions which exist universally. In addition, none of the fronts is considered as a front alone; all are developed to express a specific plan. In the following presentation the plans are shown in part, for the principal examples. Lack of space prevents inclusion of all plans.

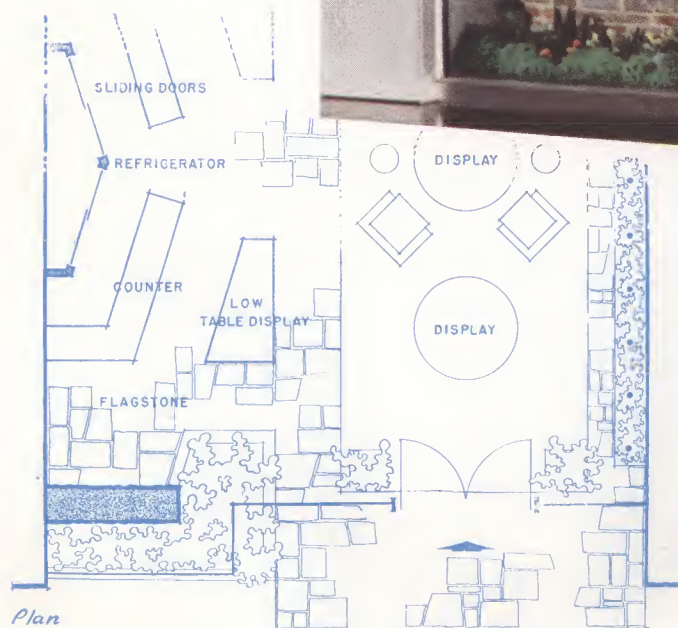
The company is not offering the designs as cure-alls, but intends them to stimulate ideas. Wherever the kind of trade makes it advisable, open store fronts are advocated by the presentation; reasons include not only the display of the entire interior of the store to attract customers, but also the fact that the interior, if it is on display, has to be reasonably well organized, and this usually improves the mechanics of selling and enables the merchant to increase his profits. In preparing the designs, the architect and the company have tried wherever possible to coordinate lighting and color with the physical scheme, bearing in mind the nature of the merchandise sold. For this purpose they have obtained the advice of outside consultants when necessary.

The caravan is being shown to groups of architects, store-owners, builders, and those who finance construction. In presenting it, the company stresses the importance of individual architectural attention and the great desirability of retaining a competent architect before proceeding.



DETAILS show typical standard store-front moldings manufactured by Pittsburgh, used in the illustrated designs.

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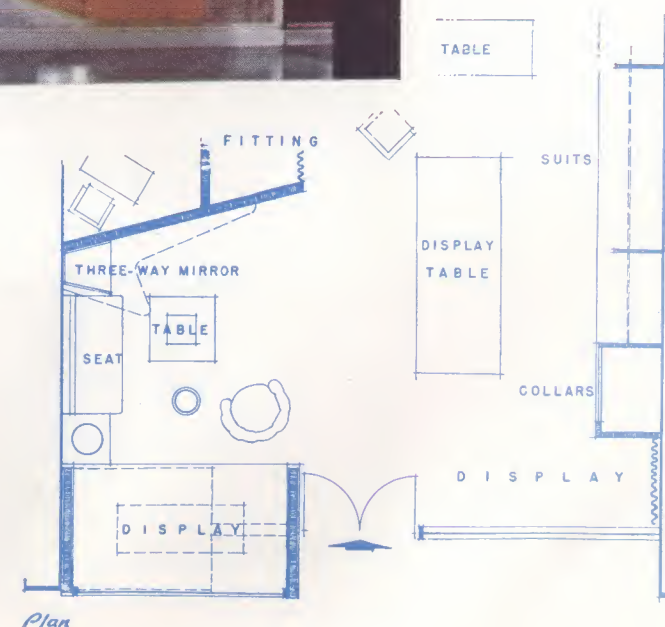
1 OPEN FRONT

Here the idea has been to bring into the window display the liveliness of color and form of the flowers shown inside, and to show the flowers along with natural materials. Hence, behind the completely open front, the stone pylon with structural glass shelves, and the planting beds running from the show window into the store. The recessed, flagged entry offers a transition from the street's artificiality to the naturalistic interior and affords the entering buyer some protection from foot traffic on the sidewalk. Inside, the refrigerator is made the dominating feature of the active selling space, which is to be more brilliantly lighted than the carpeted lounge space. The store is planned for a louverall ceiling; louverall's egg-crate lighting shield provides a reasonable approximation of natural lighting, and spotlights can be incorporated into it to highlight special displays.



2 SEMI-OPEN FRONT

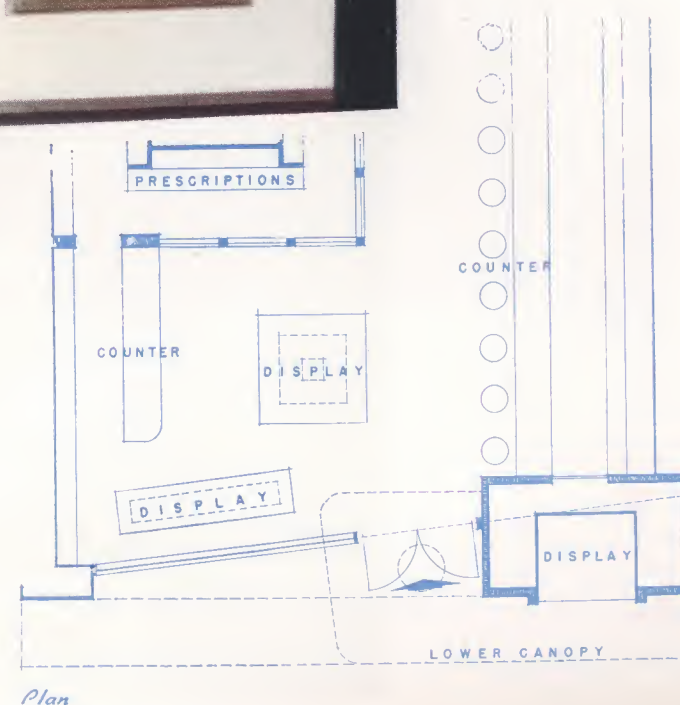
In the men's-wear store there is a need to display several kinds of items. At the same time, there may be a desire to let the passer-by see the store's interior and its activity. This scheme provides a framed display space in the window left of the entrance, and unobstructed vision of the interior through the other show-window. The framed display window may have closed or open back, depending on the type of merchandise and the owner's wish. The interior of the store is departmentalized; suits, which the average male buyer likes to see under daylighting, are kept close to the front of the store, with fitting room and triple mirror close by. The deep case for suits to the right of the entrance is designed so that showcase lights illuminate lower as well as upper parts of suits hanging in it. Shirts, collars, and other accessories are in the rear departments (not shown in plan), with some display space up front. Store-front materials are black structural glass, plate glass, and aluminum and bronze store-front metal.

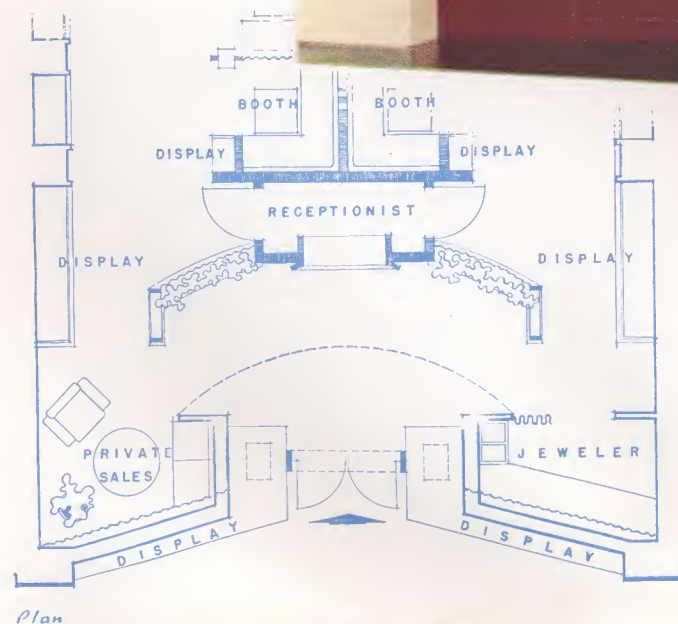




3 PARTLY CLOSED FRONT

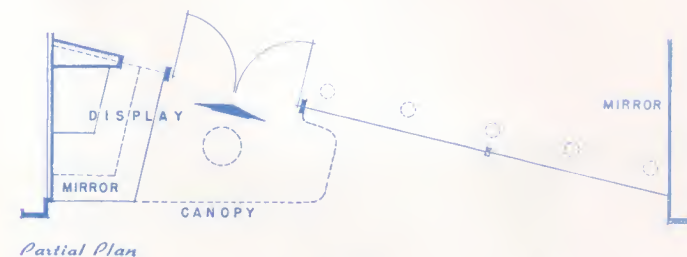
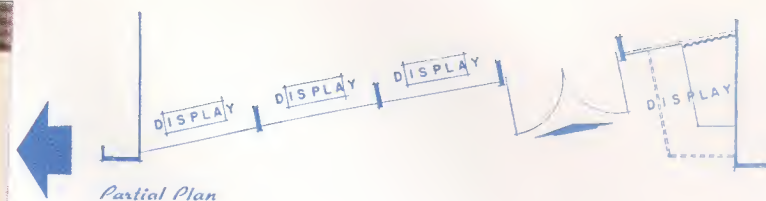
In this case, a partly closed front is desirable both because small items constitute the principal displays and because the particular development of the plan makes some closure desirable. The solid front framing the display window helps to concentrate attention on special features; and it also blocks view from the street of unattractive operations behind the soda fountain. Setting the glass portion of the store front, and the doors, at an angle provides room for the doors to swing out without projecting into sidewalk traffic. Over the display window and door, the lower canopy houses lighting fixtures designed to increase the intensity of illumination at the entrance. This is valuable not only to direct customers to the entrance, but also to afford a pleasant transition from the brilliantly lighted interior to a darker street, after sunset—important for the satisfaction of customers who must use the drugstore in the evening, when a great percentage of this type of store's business is transacted.





4 CLOSED FRONT

The custom jewelry store has somewhat a different problem than other retail establishments. A certain amount of privacy or exclusiveness is associated with jewelry-buying; and the merchandise, small in size, demands excellent lighting and display for close inspection. Hence the display portion of the store front needs to be concentrated, at eye level, with provision for intense lighting to make the merchandise sparkle. In this example the entire front, except at the doors, is "closed." The backs of the show-windows are translucent but not transparent, to provide light for the private-sales alcove and jeweler's workbench which flank the entrance. Inside, the store is arranged in a series of booths so that customers may be individually served. This area is screened from the tempered glass doors by a plant trellis, so that, while activity behind the screen will be apparent, the privacy of the customer is protected. Corrugated glass in the screen is a source of diffused light for the interior.



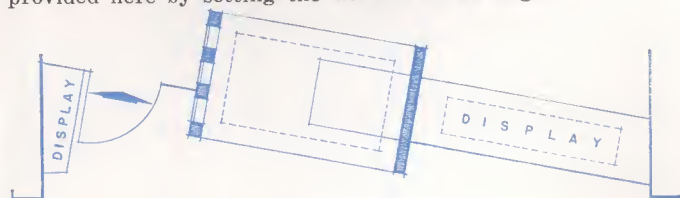
5,6 OPEN FRONT PLUS FOOD DISPLAY

Both the bakery and the grocery have to display food attractively and both have to accommodate a great many customers at peak periods—food shopping is usually the housewife's morning chore. In both these store fronts the food and the activity inside the store are displayed to the passer-by on the sidewalk. In both, featured displays are concentrated in small showcases beside the entrances. In both, the facade is placed at an angle to accommodate customer traffic; this also may serve to minimize reflections of undesirable street scenes. And in both stores the front is the simplest possible transparent screen, designed to afford full protection from weather and dirt, yet to allow the customer to see from outside that the store is clean and attractive. In the bakery, the window display case is designed so that baked goods may be sold directly from it. This practice is not so common in groceries; consequently the back of the grocery display window is almost completely closed.



1 EMPHASIS ON WINDOW DISPLAY

The typical women's specialty shop presents a particularly difficult problem to the store-front designer. In its show-window have to be displayed a great variety of items, ranging in size from costume jewelry to suits and dresses. Therefore the front must provide several different kinds of display space, at several different levels so that the merchandise may be shown to best advantage; and the show-window lighting system must be quite flexible to achieve the numerous effects which will be demanded. Room for window shopping is provided here by setting the window at an angle.

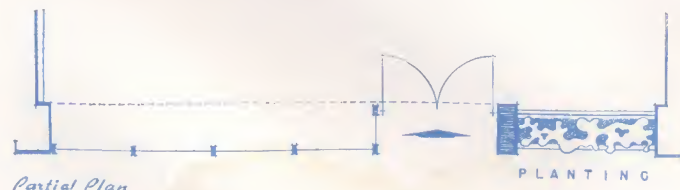


Partial Plan



2 EMPHASIS ON INTERIOR ACTIVITY

This front is designed for a restaurant which affords at least two types of service: table and counter. Counter service would be placed behind the clear plate glass portion of the show-window, at the right. Customers sitting at a counter are more interested in quick service than in privacy. Table service areas would be behind the other portion of the front, which is broken up by horizontal and vertical division bars. These mullions form an apparent, if not a real, separation between diners and passers-by; and yet the entire interior is actually open to sidewalk view.



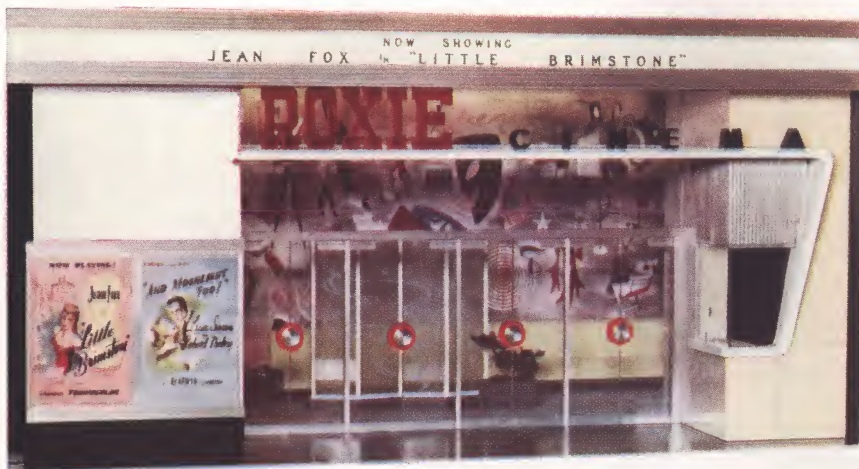
Partial Plan





9, 10 FRONTS FOR DISPLAYING SMALL OBJECTS

In the hardware store, left, there is a double problem. Both bulky items (power tools, etc.) and small items (nails, screwdrivers, etc.) have to be displayed; so two types of windows are included. The shoe store has to display in its window merchandise which is relatively small, but we are accustomed to seeing it from above, so the window is low.



11, 12 FRONTS FOR PLACES OF AMUSEMENT

We did not formerly regard a theater as a place suitable for an "open" store front, but it is obvious that the movement of people entering for a performance is an inducement to the public to attend. Hence this theater front, all doors, is also all glass. On the other hand, the bar front, severe and almost entirely "closed", limits vision into the establishment.

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